

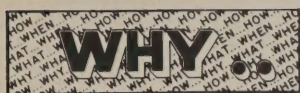
• 1947 •
**FARM LABOR
INFORMATION
PROGRAM**



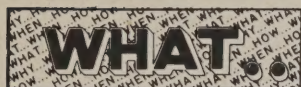
EXTENSION SERVICE United States Department of Agriculture

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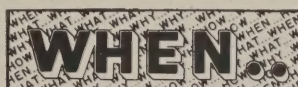
CONTENTS

Page

.....	2
The Situation.....	2
Details Break Down Like This.....	3
What's Happening in Domestic Supply.....	3
Where Wages Come Into the Picture.....	4
More "Adjustments and Readjustments".....	5
Job for Information To Do.....	



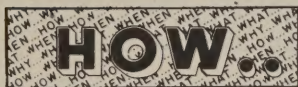
and



.....	5
Information Program Changing, Too.....	6
Materials and Services Available to States....	6
General Materials.....	8
General Services.....	9
VFV (Youth) Materials and Services.....	

OPERATIONS R I C H A R D..... 10

Check List.....	10
Why "Operations RICHARD"?.....	11
Why Go to All This "Bother"?.....	11



.....	12
Information Emphasis is Pointed.....	13
Public Appeal Factors Have Taken New Slant...	13
How Information Program Operates.....	13
Nationally.....	14
States.....	14
How States Can Help National Information	
Service.....	14
How County Agents Can Help State and	
National Information Services.....	16

INDEX TO CHARTS

Crop Production.....	2
Farm Employment.....	3
Wage Rates.....	3
Foreign Labor.....	4
Production per Worker.....	13
Index of Agricultural Production and Farm Employment.....	16

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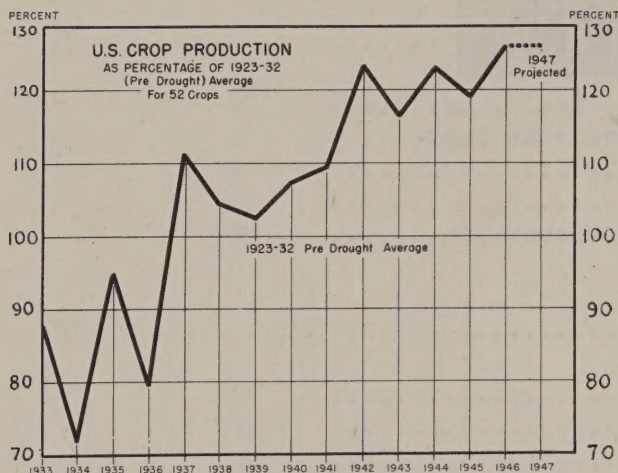
THERE IS A FARM LABOR INFORMATION PROGRAM - QUICK SIZING-UP OF SITUATION - A LOOK AHEAD

THE SITUATION

American workers are again being called to farms...

American farmers once more are asked to keep essentially maximum agricultural production at the record level of war years...

This top production is needed to care for our own food and fiber requirements, and to help meet the shortages of other nations...



Great numbers of additional farm workers are needed for work from April through November, because the force of farm family workers and hired workers now engaged in agriculture is not sufficient to get the top production and harvesting job done...

Among domestic people (citizens like all of us) there can be obtained nearly enough workers, perhaps all workers needed to fill the gaps in the farm labor force, if these people and the jobs can be brought together, and if satis-

factory conditions of employment and living go hand in hand with the jobs...

With the nation moving deeper into reconversion years, development of these general agricultural employment problems calls for new concepts of agricultural matters--a broader outlook and changing attitudes...

In meeting responsibilities under USDA's Farm Labor program, as well as its historical obligations in the broad field of agricultural progress, Extension Service must rely on its educational tools and techniques--some that are new and others that have been tested through years of experience. Chief among these tools is full utilization of an aggressive information program geared to reach farmers, workers and the general public.

Details Break Down Like This

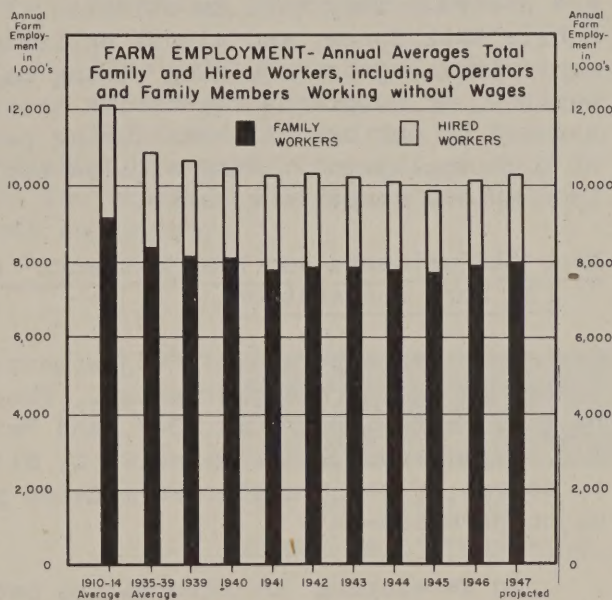
Production goals for 1947 call on American farmers for an acreage of planted crops totaling essentially 357 million acres, in contrast to about 345 million acres actually planted in 1946. There is a great deal of emphasis on crops which require large amounts of hand labor. Need for labor to assure top level production will be about as great this year as in any of the past several years.

As of March 1, 1947, the total U. S. civilian labor force (excluding only the armed forces) numbered 58,390,000 of whom only 2,330,000 were unemployed. This number of unemployed is smaller than it was a month or a year earlier. It is not unusual, and it is not large in relation to the total civilian labor force. It included a lot that is merely in the shifting that goes on all the while in our economy, as well as many who were temporarily idle because of seasonal aspects in their regular work.

What's Happening in Domestic Supply

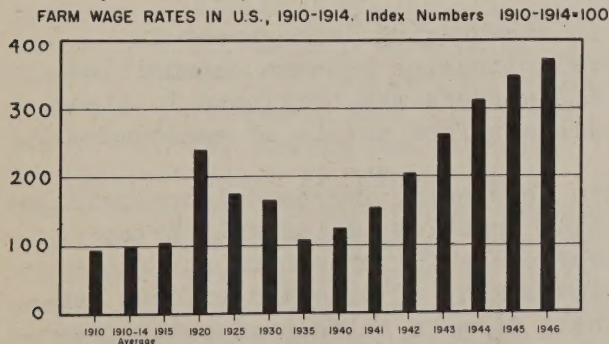
Current domestic Farm Labor supply is a little better than it was at this period in 1946. As of April 1, 1947 the number of family and hired workers on the farms was 9,242,000, which is one percent larger than it was on April 1, 1946. This increase is about evenly divided between farm family and hired workers. There has been an upward trend in the domestic Farm Labor supply since early 1946, and it is expected to continue, but acceleration may not continue at the same rate that it did last year.

If we move into a period of very high industrial employment, with few disrupting factors, it is quite probable that competition between nonagricultural and agricultural industries will be exceedingly keen, perhaps as keen as during war years.



Where Wages Come Into the Picture

Wage rates to hired farm workers reached new high levels throughout the nation in 1946. On April 1, 1947 in the country as a whole farm wages averaged 10 percent higher than a year earlier, but were below the seasonal peak of July 1946. However, farm wages have not increased proportionately as much as factory earnings when compared to the 1910-14 base period, but the rate of increase since 1940 has been much faster in agriculture than in industry.



In consequence, 1947 Farm Labor supply in a particular area will be closely related to nonagricultural unemployment situation in nearby areas. The 1947 general labor supply situation is likely to be at about the 1943 level, but somewhat better than the low point reached in the autumn of 1945, when the shooting ended and the nation let down from its high powered war drive.

Changes in Make-Up of Labor Force

Make-up of the 1947 Farm Labor force is undergoing additional changes. All prisoners of war have been withdrawn since June 1946, and further curtailments have been made in the use of foreign labor. Some foreign workers will still be needed in sugar beets and other crops. Just how many will depend on later developments, including weather and availability of mechanized cultivating and harvesting devices.

Funds are available to carry 25,000 foreign workers held over to work in 1946-47 winter crops, and to import 30,000 more, if they are needed. They will be utilized as a mobile task force, and almost entirely on agricultural jobs requiring strong male workers, or involving repetitive tasks shunned by our own citizens during periods of high employment. None will be employed to displace domestic workers.

More "Adjustments and Readjustments" Call for More Cooperation

Last year was a period of "adjustments, readjustments and more adjustments". There will be still more of this in 1947, and "with it there will be increasing need for cooperation", says Meredith C. Wilson, deputy director of Extension, in charge of the domestic Farm Labor program. He sees need for stepping up cooperation---

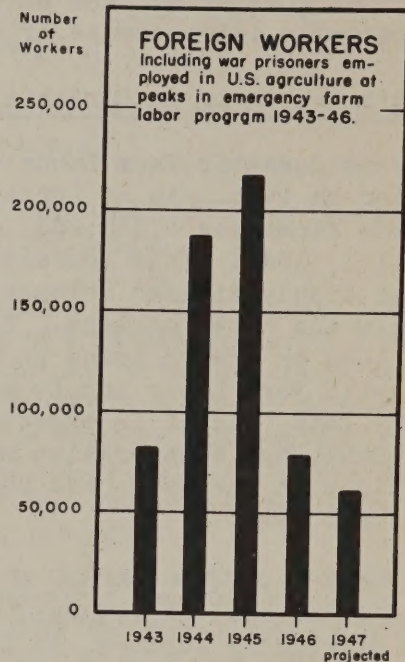
in developing job information materials, techniques and services to acquaint job seekers with the need for workers--where, when, how many, and what kind--and bring them and the jobs together...

in facilitating improvement of conditions of employment and living which have been hindrances in obtaining the kind of workers most farmers want, and in building a strong and reliable Farm Labor force...



in encouraging improvement in relationships between communities and workers who originate in areas distant from points of employment...

in developing improved labor utilization practices which will bring workers a fuller return for their investment of time and effort, and help farmers solve production problems, and at the same time benefit the community in which both live and work...



and in relations with State and other agencies which have certain functions, assigned by law, to perform in relation to agricultural workers. These include health and medical care, licensing of labor contractors, regulations governing safety in transportation of workers, organization and operation of child care centers and educational facilities for children in migratory families.

Job For Information To Do!

It is for all these reasons and many more, that Meredith C. Wilson calls for "an aggressive Farm Labor information program". At three 1947 regional Farm Labor conferences, he declared:



**THERE'S NEED FOR
AN AGGRESSIVE
INFORMATION PROGRAM!**

"Too many State Farm Labor supervisors are trying as well to be information specialists. A cap-

able information assistant should be available on a part or full time basis, either in the staff of the extension editor, or in the staff of the State Farm Labor supervisor."



MATERIALS AND SERVICES
ARE OFFERED IN WASHINGTON

Information Program Changing, Too

All new information and recruiting materials and services produced at the federal Extension Farm Labor office, are designed to cover changing emphasis in operations, and to meet new problems in the continuing shift from wartime to peacetime activities.

The character of the program and conditions surrounding its development in early 1943, made it advisable to develop the bulk of supporting material and services in Washington and offer them for use in the States. Gradually through following years, there was a shifting of this responsibility back to the States, because there were wide differences in their needs, and this situation could best be met when each State developed material and services tailored to overcome its particular problems.



THEY ARE AVAILABLE
METHOD OF DISTRIBUTION



With the end of the shooting war in 1945, emphasis on the trend to State responsibility was stepped up. Coupled with this there was a suggestion that States having similar problems might meet them more effectively and efficiently if they teamed-up in developing and producing materials and services.

The 1947 production schedule in the federal office represents additional emphasis along these two general lines. More curtailments have been made, but some have been offset by development of new materials, such as the series of harvest guides. In some instances these replace harvest maps; others are new publications.



Materials and Services Available to States

Supplies of some materials produced in 1946, but not reissued or revised for 1947, are yet available to States desiring to use them again this year. Notification letters concerning all available material, new and old, have been sent to the States, and shipments to fill their orders to mid-May have been completed. The materials and services available from the federal office in 1947, as of this date, include the following:

General Materials

"Help Needed" poster: 2 colors, yellow and black on white, general recruiting tool, for use anywhere, at any time, for any kind of workers needed in any kind of crop. In two sizes and materials: 11 by 17 on 8 ply cardboard, and 18-3/8 by 26 on paper.



"Farm Labor Office" directional signs: two colors, blue and orange ink on white, with right and left arrows; 21 by 6-1/8 on heavy cardboard, weatherized on both sides; replacement for arrow signs printed on paper in 1946.

Wheat Harvest Guide: 20 (11-3/8 by 9-1/8) pages, black and white, folded like railroad timetable. Directs men and machines to grain harvest in 10 Great Plains States, Texas and New Mexico to North Dakota and Montana. Ten area and State maps and other essential harvest information. Replaces 1-page map.

Western Harvest Guide: 20 (8 by 9) pages, black and white, folded like railroad timetable. Directs transient labor to all kinds of seasonal

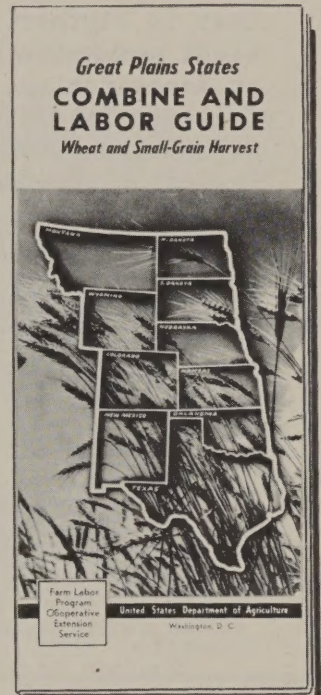
agricultural work in many crops in 7 States, Arizona to Washington. Eight area and State maps with job timetables and other work information.

Central Harvest Guide: 32 (8 by 9) pages, black and white, folded like railroad timetable. Directs transient labor to all kinds of seasonal agricultural work in many crops in 14 States, Alabama to Minnesota and Louisiana to Michigan. Fifteen area and State maps with job timetables and other work information. Replaces 1-page map.

Eastern Harvest Guide: available after July 1. Will direct transient labor to all kinds of agricultural work in 12 States, Florida to Connecticut and return. Thirteen area and State maps with job timetables and other work information. Replaces 1-page map.

Eastern Migratory Labor Map: issued in 1946 and to be replaced by Eastern Harvest Guide listed immediately above, about July 1. This is 13 by 26 black and white map, folded into 5 by 6 $\frac{1}{2}$ form. Lists county agents and shows work areas in 12 States.

Mats: separate 4-column lay-outs, publicizing each of the four regional Harvest Guides, and generally calling attention to need for seasonal workers and harvesting equipment. Distribution through State Farm Labor offices, for use with State developed Farm Labor news stories.



1947 Farm Labor Information Program: This multilithed publication. Issued to directors, extension editors, Farm Labor supervisors and information assistants; additional copies as requested, for county agents, Farm Labor assistants and others in State and county staffs.

Supplements to 1947 Farm Labor Information Program: One page publications to be issued, once a month or more frequently, May through October. Largely a medium for quickly bringing good ideas successfully developed in one State to the attention of all other States. Distribution same as program listed immediately above.

Basic Fact Sheet: Available after May 15, covering Farm Labor situation and outlook as of May 1; to be followed by supplemental one page issues, tentatively scheduled for July, August, September and October, as developments require, in keeping current Farm Labor situation before public. Distribution to directors, extension editors, State Farm Labor supervisors and information assistants; additional copies as requested, for county agents, Farm Labor assistants and others in State and county staffs. Outside distribution includes radio networks and farm program directors, agricultural press, national news services, advertising agencies and national advertisers.

"Certificate of National Service"; recognition certificate, 8 by 11 in red and blue on white bristol; for awarding to any individual or organization supporting Farm Labor program. Suitable for framing. Limited supply held over from 1946; not being reissued or revised.

Motion Picture: "Some Pickin'", produced in 1946 in cooperation with the cotton picking championship contest in Blytheville, Ark.; 16 mm. black and white prints available at depositories, State Land-Grant Colleges in cotton States. One 35 mm. print available through Extension Farm Labor information office, Washington.



Current Farm Labor Information for
State, Area, and Federal Farm
Labor People (for administrative
use only)

1. Weekly Farm Labor news letter from Meredith C. Wilson, deputy director of Extension, in charge of Extension Farm Labor program; issued at Washington, throughout year.
2. Weekly news letter from C. W. E. Pittman, southeastern area director, concerning East coast migratory movement; issued at Washington through migratory period.
3. Weekly news letter from Robert G. Fowler, Jr., assistant western area director, concerning western migratory labor; issued at Berkeley, California, throughout migratory period.
4. Weekly news letter from E. C. McInnis, assistant south central area director, concerning Central migratory labor movement, issued at Little Rock, Arkansas, throughout migratory period.

General Services

News Releases: Policy in the federal office is to keep Washington news releases in Farm Labor at minimum, with each State having responsibility of developing news releases to cover its particular problems. Issuance of Washington releases, held to two last year, likely will not exceed that number unless serious national emergencies develop.

Radio Networks Programs: Partial curtailment in these cooperative programs, started in 1946, has become total withdrawal. Networks programs will not be revived except in national emergency. Each State is responsible for developing its radio support. Radio networks and farm program directors will be kept advised of national Farm Labor situation through Fact Sheets and supplements.

Advertising Council: No campaign, except as it may naturally develop from distribution of fact sheets and supplements to advertising agencies and national advertisers. No national paid advertising campaign for Farm Labor. Each State has responsibility for developing its advertising support.

Victory Farm Volunteers (Youth) Materials and Services

"Want a Farm Job?" poster: four colors on white, from color photo by Pagano of New York City; $18\frac{1}{2}$ by 26; for general display.

"Our School Will Help You Find a Farm Job" poster: two colors, green and black on white; 9 by $17\frac{1}{2}$; for display in school houses and school home rooms.

"Farm Work for City Youth" booklet: 24 ($9-1\frac{1}{8}$ by $11-3\frac{3}{8}$) pages with self cover; in black and white; 57 photos and line drawings; designed to present postwar need of provision for town and city youth to work on farms.

"Want a Farm Job?" folder: 6 (4 by $4-3\frac{3}{4}$) pages, green on green, 2 fold; addressed to town and city youth.

"Youth Can Help" folder: 4 (4 by $8-7\frac{7}{8}$) pages, black and white, designed to interest farmers in employing town and city youth.

Membership and Referral Card: 4 by $2\frac{1}{2}$, canary stock, includes work record. Limited supply available from 1946 production. Not being revised or reissued in 1947.

"Your Job as a Work Leader" bulletin: 8 (4 by 9) pages, black and white; limited supply available from last year's stock; not being revised or reissued in 1947.

Victory Farm Volunteers News Letter: Mimeographed 2 to 4 (8 by $10\frac{1}{2}$) page job, issued monthly, or at such other intervals as desired, by federal VFV division, to State and federal Farm Labor personnel, particularly VFV personnel.



Except for those items specifically marked "for administrative use only", copies of all Farm Labor information materials, listed on Pages 6-9 are available to the public through State Farm Labor supervisors, or through Division of Extension Information, Farm Labor Program, Washington 25, D. C.

NOT TOP SECRET

OPERATIONS RICHARD

IN FARM LABOR INFORMATION

Beyond a regularly established run in Extension Farm Labor information work, it is particularly important in 1947 that extra efforts be frequently focused on a few vital phases in the information program....just to make sure that these jobs get done....and in the most effective way. Below is an outline of "Operations R I C H A R D", with a special little "checker-upper" to measure your participation. Use it in making sure that....

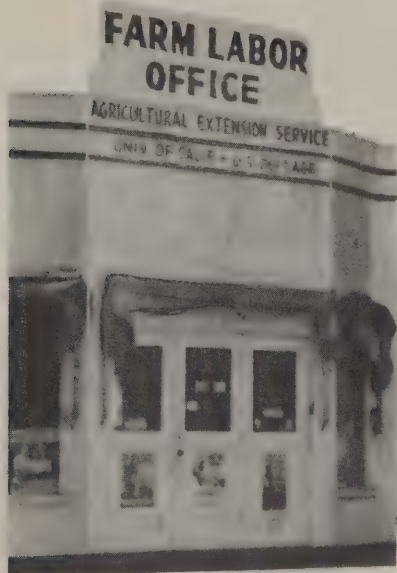
Check here!

Name and address of county agent, Farm Labor office or other Farm Labor information center are in the special space provided for this purpose, on all posters, placards, arrow cards and other materials guiding

FARM LABOR OFFICE

24 PLATT STREET, ALBION

people to these offices. At the '47 regional conferences it was suggested that it would be good administration if each State supervisor had these office names with the addresses lettered or printed in the proper spaces before making distribution of materials to counties...

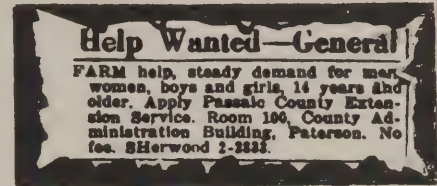


☐ Streets or roads immediately approaching these offices are plainly marked with directional signs...

☐ Main routes of travel into towns and cities having such offices are marked with signs bearing essential information...

☐ Each county agent and Farm Labor office location is plainly designated at entrance or in lobby, and on the floor of the building where the office is located...

- ☐ Proper listing of the location of these offices in telephone books...
- ☐ Business card, or classified or small display ad, showing location of offices, and need for farm workers, regularly appears in paid advertising section of newspapers, where job seekers will see it...
- ☐ Newspapers and radio stations get periodic stories on location of offices, and reliable free services performed there...
- ☐ Public and other employment and job information centers, not operating under the Extension Farm Labor program, are fully supplied with current information about farm job opportunities, and where free and reliable information about these opportunities will be obtained...
- ☐ There is thorough and timely distribution and display of Farm Labor recruiting and information posters, placards, arrow cards and other materials...and that
- ☐ There is ample reserve supply of these items at the State office for use...just in case a harvest emergency, or a chain of emergencies, develops.



Why "Operations R I C H A R D"?

If these things are done, and if you make sure they stay done, you will be "opening the door" to all those who seek farm jobs, and to farmers who need men, women or youth to do farm work. But, "Operations R I C H A R D" does more than "open the door". It puts a foot in, and keeps the door open!



Why Go to All This Bother?

That's what one State Farm Labor information worker once asked, after declaring that farmers and townspeople know where county agent offices are located. The obvious answer, of course, is: "This 'bother' is not to guide farmers to county agent or Farm Labor offices. It is to guide idle people and nonfarm people to these places. It is to help strangers in any community...there are many of them these days...reach the place where they will freely get reliable information about farm work. It also is to help men, women and youth, who may have lived in one community all their lives, but who may never previously have needed to know the location of agricultural offices and services available there.

HOW...

INFORMATION PROGRAM FUNCTIONS - HOW PUBLIC APPEAL FACTOR CHANGES - HOW STATES AND COUNTIES CAN HELP

Information Emphasis is Pointed:

Since the end of the shooting war, there has been a steady and gradual shift in emphasis on phases of the Extension Farm Labor program. Emphasis is now off high powered local mobilization and recruiting drives. In its place, as the flow of adult male domestic labor returns, the big emphasis is on bringing men and farm jobs together through informational services which tell prospective farm workers where, when and what kind of workers are needed, about conditions surrounding these farm jobs, and how to get there. On an area basis, and also in individual States, the four new Harvest Guides issued at the federal office this year in cooperation with States involved in specific programs, do this particular job in a general way. Through auxiliary materials developed in the States additional emphasis can be put on local situations.

Also, there is a strong stepping-up of emphasis on all phases of labor utilization, and on improved on-farm housing, or central housing provided by Farm Labor associations. These are vital factors in a successful total replacement of the foreign workers and prisoners of war, who were employed in agriculture during war years, with domestic workers.

Likewise, improved relationships between farm employers and farm workers, and between communities and domestic workers who come from sources outside the employment area, and educational facilities for children of migratory families, have taken on new importance.

It takes more than "prevailing wages" these days to attract and hold the type of year-round and seasonal workers most farmers want. Farmers, individually and in groups, are doing a swell job in eliminating conditions that have been hindrances in obtaining satisfactory labor. Extension Farm Labor facilitates these advancements through educational processes. Farm Labor information services in States, counties and communities will help build a strong and dependable Farm Labor force, and will help farmers, farm workers and farm communities, when they emphasize information about progress in these avenues.

Progress through improved labor utilization practices can be measured in the increased production per worker which has been achieved in agriculture, particularly through the World War II period, when additional emphasis was

1946 Season starts October 1st

HELP WANTED

Cotton Pickers

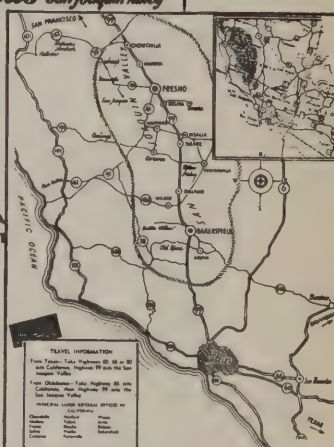
in California's San Joaquin Valley

High Wages (\$2.75 per cwt) The average daily pick (including man, woman and child) is 300 lbs. per working day. At \$2.75 per cwt this means an average of \$8.25 per day. Experienced pickers will pick 500-600 lbs. per day for daily earnings of \$13.50-15.

High Yield. 15 bales of cotton per acre (according to Government estimate). Two bales per acre is not unusual in many fields.

Housing. 3-4 room cottages and bunks. Come early and get the better housing.

For full information see your nearest **FARM LABOR AGRICULTURAL EXTENSION**



TRAVEL INFORMATION

From Fresno: Take Highway 99 to 100 and continue. Highway 99 runs from San Joaquin Valley.

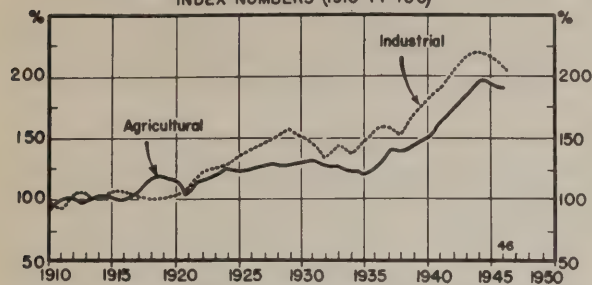
From Oakland: Take Highway 88 to San Joaquin Valley.

From Los Angeles: Take Highway 99 to San Joaquin Valley.

FEDERAL LABOR SERVICE OFFICE in California

put on the factor, and the rate of increase speeded up. The peak in this

**PRODUCTION PER WORKER: AGRICULTURAL
and INDUSTRIAL. U.S., 1910-46**
INDEX NUMBERS (1910-14=100)



stepping-up period was 1944 when agricultural production per employee was about 37 percent above 1939, compared with an increase of about 29 percent in industrial production per worker. Other key factors in increased production per agricultural worker were favorable weather which extended production and harvesting periods, and expansion of mechanization.

Public Appeal Factors Have Taken New Slant

Patriotism and famine relief no longer are appeals on which convincing Farm Labor information programs can be pegged. Publicizing of the varied opportunities in farm employment, and the more attractive wages and earnings offered in agriculture through year-round work, or in seasonal employment to augment other income, fit into the 1947 picture.

From another angle, youth are needed again, and new emphasis can be put on the opportunities town and city youth have to get highly valuable work experience during a summer spent on a farm where they will work and live as members of the farm family. Likewise, in some States and crops, there are attractive opportunities for women, particularly in seasonal work. Many women who worked in nonagricultural jobs during the war are now interested in farm work as a source of 'pin' money.

Emergencies in production and harvesting will continue to develop in many crops and in most States, and there again will be need for public appeals for seasonal workers to save the crops ...to keep the community economic life balanced the right way. All this will continue to be NEWS with most newspapers and radio stations. Attention which these emergency workers receive in the press and over the air will again constitute a kind of "recognition" that makes and keeps most such workers very happy, and attracts more of them.

How Information Program Operates:

NATIONALLY--The Division of Extension Information has the responsibility of handling the Farm Labor information service in the federal office. It

develops and produces materials and services which are offered to States for their use...



maintains a liaison service with information groups in USDA and in other government departments and agencies, and with State Land-Grant Colleges and private enterprises, and coordinates their informational activities with those of the division..

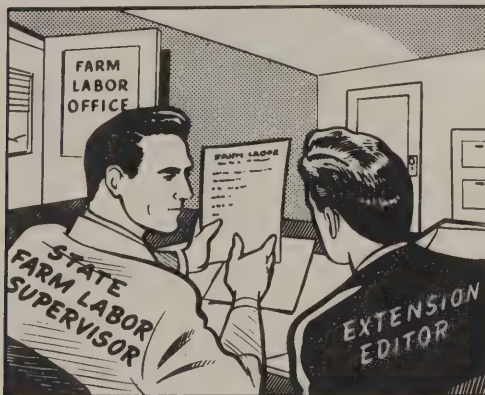
keeps States advised concerning current national developments in this program...

supplies States with information concerning new and helpful devices and techniques developed in other States in handling Farm Labor information problems...

cooperates with State extension editors, other farm labor information people and State Farm Labor supervisors, when requested, in the handling of any State Farm Labor information problem, and...

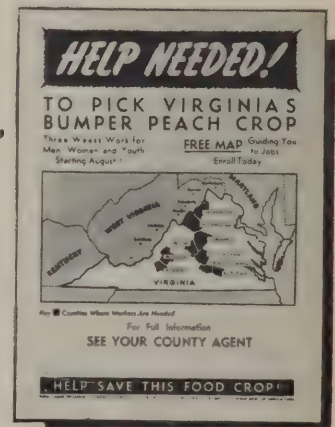
maintains active working relations with national press, magazine and radio and all other public information channels.

STATES--The extension editor has the responsibility of developing and producing information services and materials supporting the State program. It calls for close cooperation between the State Farm Labor supervisor and the extension editor. Generally this State service is handled by the extension editor or a member of his staff, but sometimes there is a specially appointed Farm Labor assistant who is assigned to the State Farm Labor staff. The State extension editor works with the State Farm Labor supervisor and the county agricultural agent in developing State, area, county or community information services as required.



have been developed by growers' committees and farm organizations for presentation to the Congress.

With this there is a shifting of emphasis between various phases of the program. Requests for information on specific operations, and on developments in specific areas and States, are becoming numerous. Under legislative pressure such requests from official sources are increasing.



How States Can Help National Information Service:

USDA's Farm Labor program is in the midst of a transition process. Legislation for a continuance of the program from July 1 through December 31, 1947 has been enacted. An appropriation to finance this continuing operation is before Congress. Proposals for a permanent program in Extension Service

For all of these reasons, and many more, State Farm Labor information services and supervisors will be particularly helpful to the federal Farm Labor information service, when they keep it currently supplied with State, county and community Farm Labor information, including--

Copies of all Farm Labor information material developed in each State-- news and radio releases, publications and recruiting devices of the State Farm Labor staff, Extension Service and private enterprises;

Prints of Farm Labor pictures. 8 by 10 glossies are most useful. Each should carry identifying cutlines and State negative numbers. Sometimes additional prints are wanted. Farm Labor funds are available for taking, developing and printing good Farm Labor pictures;

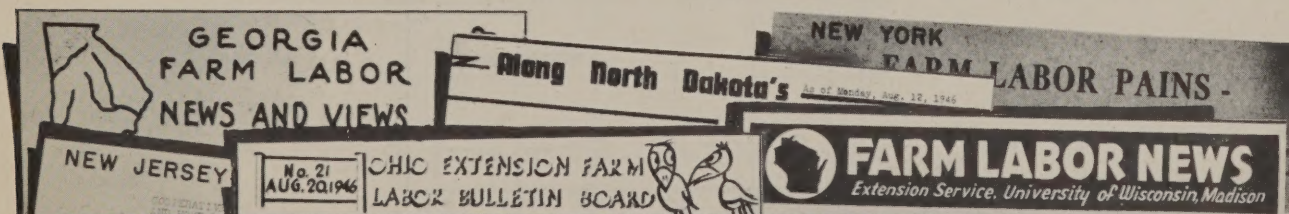


Tear sheets containing display and classified Farm Labor advertising purchased by farmers, their organizations or cooperating private enterprises, or with Farm Labor funds, and

Clippings or tear sheets of Farm Labor stories, articles, editorials and illustrations appearing in newspapers, magazines and other publications. Name and date of publication should be included.

State extension editors are mighty helpful when they work with State Farm Labor supervisors and encourage and help them develop good lively

State Farm Labor news letters. In more than 30 States these publications are paying county, State and national dividends. In some States they are produced by the State Farm Labor supervisor and his staff, in others by the extension editorial staff, or through cooperation of the two staffs. They are issued weekly, or less frequently as each State program requires.



How County Agents Can Help State and National Information Services:

Through 4 years of operations, "Farm Labor" has been NEWS in most daily and weekly newspapers and magazines and radio stations. It has constantly had a "good press" because a spirit of cooperation and mutual confidence has been developed and maintained. County agricultural agents have had a major role in this achievement. Through it many other programs in which they operate, and agriculture as a whole, have benefitted.

County agents and their Farm Labor assistants will continue to be very helpful when they take every necessary step in maintaining good relations in their press and radio channels. The good old practice of inviting press and radio people to go with county agents or other Farm Labor people on trips to the farms, where they can "see for themselves", is still paying overflowing dividends in getting agriculture's story accurately before the public.



County agents feed a lot of useful material into the Farm Labor information mill through their regular reports to State Farm Labor supervisors. They will be additionally cooperative when they supplement these reports with special letters or telephone calls, if there are unusual developments that materially change their situations. Material of this sort can be handled as "spot" news.

